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# The Aberdeen Weekly.

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NO. 21.

## That Most Important Road

Crossing the country by rail, one is impressed by the number of people gathered about the station when the train stops at the small town. They are there seemingly for no other purpose than to enjoy the subtle pleasure of seeing the folks.

On the city streets one is constrained to loiter about the crowded centers and the busy corners by the attraction of the passing crowds.

The farmer builds his house near the highway. Whatever his reasons for so doing, not the least one is the fact that loneliness grows where no people pass.

The city dweller builds or buys his home, if possible, on a popular thoroughfare, largely because more people pass that way.

Thus it appears that, whether or not we have deliberately reasoned it out, there is a sort of pleasure in going where the people come and go. But there is something more. The vitality of many institutions is involved in the numbers of passers by.

A certain church committee, entrusted with the task of selecting a site for a new church building, was in session when one member suggested the availability of a certain property. Another member inquired: "Where could a man be going to or coming from who might accidentally pass that place?" That property was not considered.

Business has centered at the crossroad of built on Broadway, drawn by the same powerful magnet of the crowd. The great Woolworth Mercantile Company determines the location of a new store after securing certain definite knowledge, not the least important feature of which is the point where the largest number of people pass during certain hours of the day.

Verily, then, there is profit in being where the throngs go by.

The great cities are located on the waterways. They began to grow up along nature's ready highways. The large towns are on the "main line". Prosperous business is in the crowded centers.

Out of this natural fact has grown the artifice of luring the people to certain paths. Merchants put up attractive fronts and show windows; towns and cities bid for railways; and now, with the ubiquity and utility of the motor car, great highways of travel are promoted and perfected.

In making the foregoing observations the main point is this: Aberdeen, not being on a "main line" and only uncertainly on a main highway, immediately steps should be taken to make certain the passing of people through our town. The probable surfacing of a road from Gibson to Muldon will, to all practical purposes, leave us off the north and south route of an inevitably increasing travel. To the people who will, in increasing numbers, pass that way we shall not be "on the map". We shall miss the value of the passing throng.

But that undesirable event may be forestalled for good and all by promptly seizing the opportunity that calls to us now.

Proceed at once to pave the road to Nettleton to meet the completion of the road now under construction across the river. This will give a short route from Tupelo to Columbus and the Jackson Highway and place Aberdeen permanently "on the map". The people will come our way.

THERE SHOULD BE NO DELAY.

THERE IS VALUE IN BEING WHERE THE THRONGS GO BY.

IT IS "UP TO US".

E. LYNWOOD CRYSTAL.

W.S.S.

## The "Keeping Fit" Message

An intensive campaign will be conducted in the near future to reach at least fifty per cent of the 92,600 boys in Mississippi between the ages of fifteen and twenty years, 14,061 of which are in high school, 15,953 employed and 62,591 rural boys.

To these boys will be carried a message from the government known as the "Keeping Fit" message. It is intended to inspire the boy with the desire not only to keep fit to fight in the ranks as a soldier, if the Government should call on him, but to keep fit to play his part in the great industrial game of life. To this end, the message lays special emphasis on muscular strength, endurance, energy, will power, courage and self control.

There will be a conference of the heads of these organizations known to be in touch with the boy life at the Board of Trade on the morning of December 11th. At this conference, ways and means of putting on this lecture will be discussed.

It is hoped that every contact with boy life may be harnessed and that as many of our boys will be reached with the message as is possible this year.

It is the desire of the Board of Health, who is co-operating with the Government, that the people of the state shall appreciate this wonderful campaign, and give every assistance possible to make it felt as a personal appeal to every boy in the State. Let us bring our boys to know that we are living in competition to all nations of the earth. We have demonstrated that we had the best soldiers in the world, but let it be remembered that one-third at the draft call were not fit to fight.

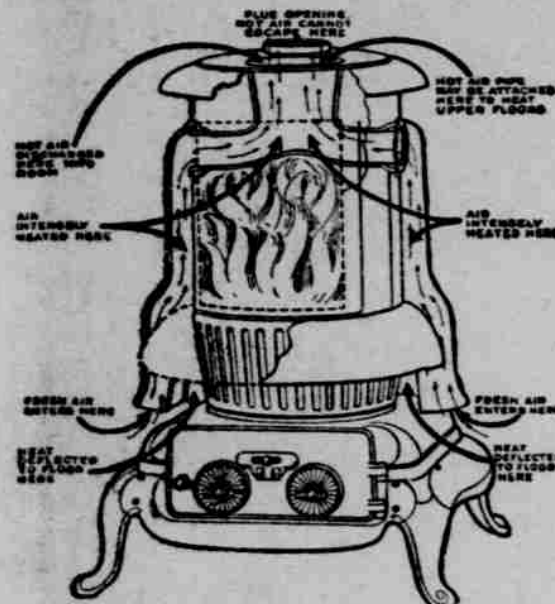
**Children Cry  
FOR FLETCHER'S  
CASTORIA**

A household remedy in America for 25 years—Dr. Thomas' Electric Oil. For cuts, sprains, burns, scalds, bruises. 30c and 60c. At all drug stores.

## Install this hot-air heating system in your home— at the cost of an ordinary stove!

If, in your home, you are using an old style stove, you are paying too much money for too little heat. For in the ordinary stove 50 to 75% of all the heat generated goes up and out through the chimney—a dead waste of heat and of money.

There's a new way now—a vastly better way that is revolutionizing home heating. It's the thing that everyone has been looking for—a hot air heating system that works as thoroughly and satisfactorily as the best small hot-air furnace, yet costs very little more than any ordinary heating stove to buy, no more to install, and much less to operate.



The diagram shows how it works

Fresh air (just as with a furnace) is drawn in at the sides, heated evenly to several hundred degrees temperature, and discharged—nor through the flue and chimney, but through the top of the hot-air chamber into the room. This creates a thorough circulation of hot air that will successfully heat several rooms. Even the upstairs rooms can be heated by the aid of a simple pipe connection.

**Estate  
Hot Storm**

—the Stove with a "Little Furnace" in it

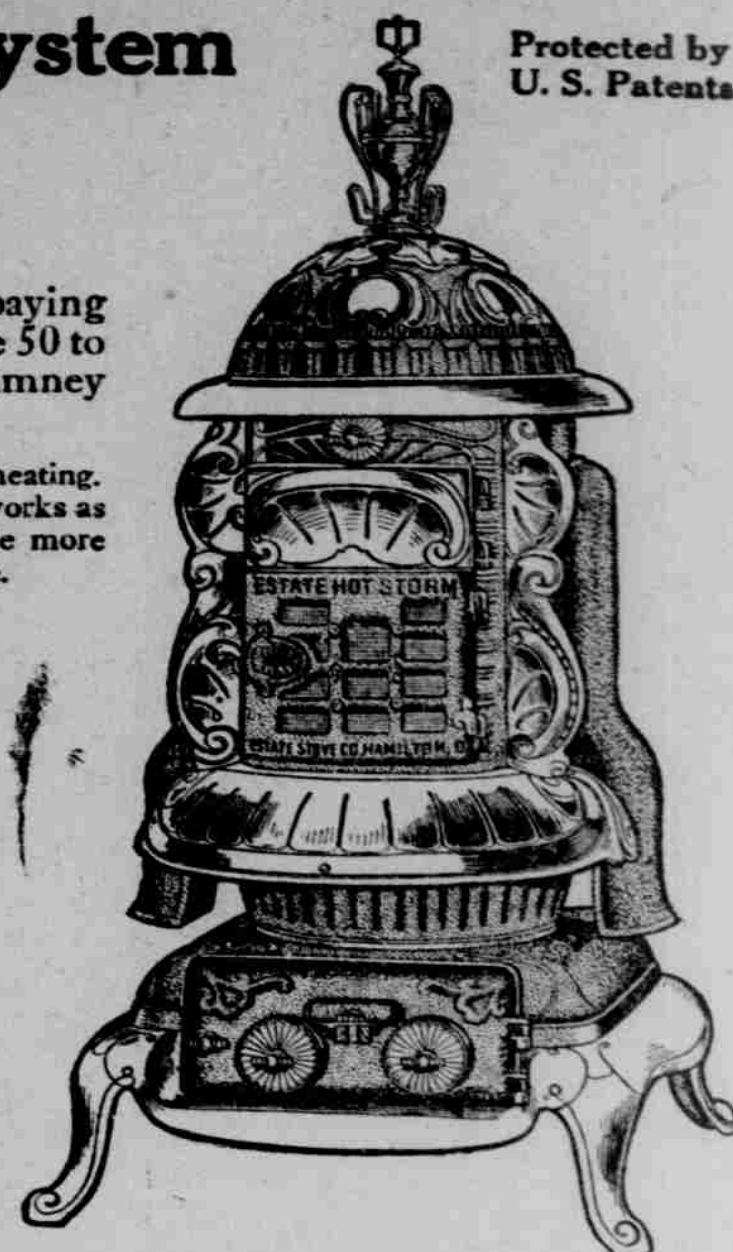
is two heating systems in one—not a stove, not a furnace, but a combination of the best features of both. It sets in the room like a stove, its exterior looks like a stove but there the similarity ends. For its interior is utterly different from any stove you have ever seen—inside it is built like a hot-air furnace.

We want every prospective heating stove purchaser in this locality to inspect the Estate Hot Storm at our store—to give us an opportunity to explain it—before buying a stove of any kind. You owe it to yourself to do this—and to do it soon.

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# STARTLING Christmas Sale!

**Ladies' Suits and Dresses.**

**25 PER CENT. DISCOUNT.**

We have placed on SPECIAL SALE our entire stock of Ladies' Tailored Suits, Coats and Dresses, without reservation. ALL MUST GO.

This stock is without doubt the largest and best assorted we have ever shown, embodying the highest grade of tailoring, the choicest Silk and Woolen fabrics, styles of the most prominent fashion centres of the entire country. They all go in this great Christmas Sale 25 per cent. Reduction from former Prices. All garments bear the original Price Tickets marked in plain figures, all you have to do is deduct 25 per cent. or 1-4 from marked prices. This is a grand opportunity to secure some of these splendid garments at an UNUSUAL REDUCTION.

We would kindly suggest to our town patrons that they do their shopping as EARLY IN THE DAY AS POSSIBLE, and so enable us to give our attentions later in the day to our patrons from a distance.

**A. & J. RUBEL COMPANY.**



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